

Wells, Rich, Greene, Inc./9 West 57th Street at 5th Avenue/New York, N.Y. 10019

November 18, 1985

Mr. Herb Foster
Philip Morris Inc.
120 Park Avenue
New York, NY 10017

RE: Benson & Hedges - New Campaign Research

Dear Herb:

This provides the Agency Research Department's write-up of the one-on-one research conducted in late October. The objective of the interviews was to gain a better understanding of the communication values of the "He likes/She likes" campaign.

These findings have provided some directional guidance for extending the campaign.

It is important to remember that this Research provides an aid to evaluating campaign communication and is not projectable.

I will be glad to discuss these findings at your convenience.

Sincerely,

Julie Treacy

JC:smd
CC: B. Kohl
B. Roper

Jon
Jeanne
Karen M

Telephone: (212) 303-5000 / Telex: 239732 W R G U R

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